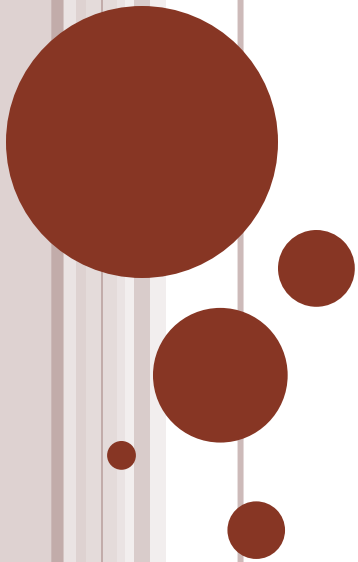


BUSINESS WRITING ESSENTIALS



OBJECTIVES

- ▣ Structure & layout
- ▣ Layout guidelines for a letter
- ▣ Spelling, punctuation, numbers
- ▣ Emails



STRUCTURE & LAYOUT

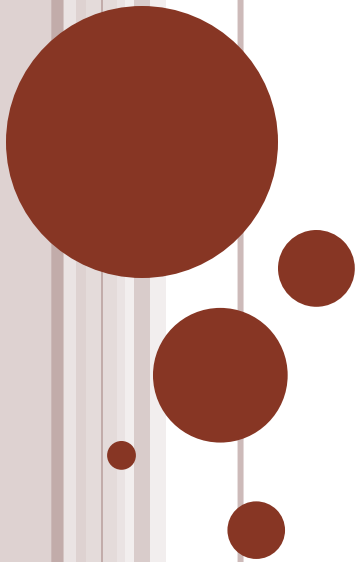


STRUCTURE AND LAYOUT

- Must be printed on A4 Letterhead
- Full block style - justify all text to the left margin and no punctuation outside the “body” of the letter
- Open punctuation
 - No punctuation at end of lines in the inside address
 - No punctuation following salutation and valediction
- Font: Times New Roman
- Size: 12



LAYOUT GUIDELINES OF A LETTER



THE BUSINESS LETTER SHOULD CONTAIN

- Date
- Inside address
- Salutation or Greeting
- Body of Letter
- Closing
- Signature, printed name and position of sender

When required, should also include:

- RE:
- cc:
- Enclosure (1):
- Typist's Initials (when we are not typing ourselves)



DATE - STANDARD LETTERHEAD

- The format is date / month / year

Example: 11 June 2007

- The date is typed two lines below the.....

Example:

11 June 2012



INSIDE ADDRESS (INTERNATIONAL)

The address should come three lines below the dateline.

- Recipient's name
- Business title when required
- Company name
- Address
- City
- Post code according to local country
- Country



Example:

11 June 2007

Mr Tom Tobiason and Ms Heidi Moore
Microsoft Corporation
10 Eddystone Ct
Redwood City
CA 94065
USA



SALUTATION

- Insert Salutation three spaces below the last line of the inside address
- When we use ‘Dear Mr’ or ‘Dear Ms’ or ‘Dear Dr’ or ‘Dear Prof’, the closing line should be ‘Yours sincerely’
- Do not use “Dear Mrs”
- If you don’t know the person’s name, use “Dear Sir or Madam” and end with “Yours faithfully”
- It is always more personal and polite to use the person’s name
- Do not use “Dear Full Name”
- When writing less formally to a friend or a colleague always first name

Example: Dear Arjun



SALUTATION

- Within the address, when referring to the receiver please include both first and surname (as below)
- When writing the salutation refer to the receiver by their surname



11 June 2007

Mr Tom Tobiason and Ms Heidi Moore

10 Eddystone Ct

Redwood City

CA 94065

USA

Dear Mr Tobiason and Ms Moore

Thank you very much for taking the time to complete the Guest Comment Card during your recent stay with us. I am delighted that you enjoyed your visit and very pleased with the high rating of our services and facilities.

Once again, thank you for your valuable feedback and for choosing Four Seasons. We look forward to welcoming you back soon.



REFERENCE LINE

- When the letter runs longer than one page the reference line should be repeated on the following page. The name of the person you are writing to should be on the upper left side and the date should be on the upper right side. Both should be underlined, not bold.

Example:

Re: Your Guest Comment Card

Mr. Tobiason

11 June 2007

Body of letter cont/...



BODY OF THE LETTER

- Must be clear and concise, be specific and to the point
- Should consist of: **O**pening, **D**etails, **A**ction, **C**losing
- Paragraphs should be short, no more than 5 lines
- Between every paragraph, leave one space line
- Justify the body of the letter (select the text and click on the 'justify' icon)



CLOSING – FORMAL LETTER

- Included after the last paragraph of a letter, leaving one space
- Advised closing: “Yours sincerely”
- Substitute by “Yours faithfully” when you don’t know the recipient’s name
- No comma after “sincerely”
- Do not write “yours” or “sincerely” on its own
- Only “Yours” should start with a capital letter, not “sincerely”
or “faithfully”



VALEDICTION – FORMAL LETTER EXAMPLE

Example:

11 June 2007

Mr Tom Tobiason and Ms Heidi Moore
10 Eddystone Ct
Redwood City California 94065
USA

Dear Mr Tobiason and Ms Moore

Thank you very much for taking the time to complete the Guest Comment Card during your recent stay with us.

I am delighted that you enjoyed your visit and very pleased with the high rating of our services and facilities.

Once again, thank you for your valuable feedback and for choosing Four Seasons.
We look forward to
welcoming you back soon.

Yours sincerely



VALEDICTION - YOURS SINCERELY

- In British English, valedictions, especially formal ones, have largely been replaced by the use of "Yours sincerely" or "Yours faithfully". "Yours sincerely" is a shorter form of the archaic "I am yours sincerely"
- "Yours sincerely" is typically employed in English when the recipient is addressed by name (e.g. "Dear John") and is known to the sender to some degree
- In American English, "Sincerely yours" or "Sincerely" are commonly used in formal correspondence.



VALEDICTIONS – YOURS FAITHFULLY

- "Yours faithfully" is used when the recipient is not addressed by name (i.e. the recipient is addressed by a phrase such as "Dear Sir/Madam").
- When the recipient's name is known, but not previously met or spoken with, some people prefer the use of the more distant *Yours faithfully*, at the risk of annoying the recipient.



VALEDICTIONS

- Commonly appearing in the US as "Yours truly," or "Yours very truly," use in the UK was an indication that the recipient was of a higher status than the signatory. "Very truly yours" is the shorter, modern form of "I am very truly yours"
- Closings such as "Cordially" or "Best regards" are always inappropriate for business letters to strangers, and their use may be considered silly and uninformed by the recipient.



VALEDICTIONS – REGARDS

- Increasingly common in business usage, "Regards," is often used as a semi-formal valediction in emails.
- "Kind regards" and especially "Best regards" is meant as a way of addressing close friends or loved ones or a close working relationship. A common error is to say "Best regards" or "Kind regards" in formal letters which perhaps shows a misunderstanding of the term.
- A less common variation is "Warm regards" which is often used to purposely avoid the aforementioned more common valedictions



SIGNATURE - STANDARD LETTERHEAD

- The sender's signature is included after closing, allowing four spaces in between the closing and the sender's name
- Only the sender's name then the position must be typed under the signature

Example:

Yours sincerely

Nikita Thakur

Reservations Manager



TYPYST'S INITIALS

- If the letter is typed by someone other than the sender, the initials of the typist should be included at the end of the letter two lines below the position
- The sender's initials are typed in capital letters followed by the typist's initials in lower case
- The initials are separated by a slash

Example:

Yours Sincerely

Nikita Thakur
Reservations Manager

NT/pv



ATTACHMENT (ATT:)

- If you are attaching general documentation e.g. a newspaper article, use ATT (Attachment)

Example:

Yours sincerely

Nikita Thakur

Reservations Manager

ATT: News Clipping – Financial Times



CARBON COPY (CC:)

- If the letter is being sent to people other than the recipient, it should be noted on the letter with “cc” reference, in small case
- Leave one space between Enclosure: & cc:
- The names of these recipients are listed alphabetically by surname

Example:

Yours Sincerely

Nikita Thakur

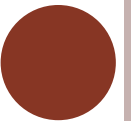
NT/pv

Enclosures (2): Electronic Systems Policy
Our Policy against Harassment

cc: Grace Moore, Director of Human Resources
Uday Rao, Hotel Manager



Spelling, punctuation & numbers



SPELLING

- Any collateral that is written and printed on behalf of Four Seasons Resorts Maldives should be in UK English

Example:

Use -ise endings, not -ize endings, for UK English spelling such as ‘finalise’, ‘realise’

- When using the ‘Spell Check’ feature in MS Word, ensure that the Dictionary uses the ‘English UK’ option and not the ‘English US’.



PUNCTUATION AND SPACING

- ▣ **No Comma after ‘and’**
- ▣ **One space after a Comma and a Full Stop**
- ▣ **One space before and after ellipsis (...)**
- ▣ **Avoid ending a URL with a full stop**



PUNCTUATION AND SPACING (CONT.)

- ▣ **Hyphen (-)** is used both to join specific words in specific cases:

Example: “in-built”, “left-handed”

- ▣ **Dash (–)** a dash is used between numbers/ranges with a space before and after it:

Example: “24 – 48 hours”; “2 January – 9 March”

Exception: “1939–44.” It indicates a close range of values.



NUMBERS

- We must use International Style Numbering
- When referring to Indian Currency, use the term 'INR' instead of 'Rupees'
- When referring to Foreign Currency, use the following:
 - US Dollars: USD
 - Singapore: SGD
 - Hong Kong: HKD
 - UK: GBP

- Measurements of length, area, volume, temperature always use figures
- Don't start sentences with figures
- Commas in all thousands, e.g. 3,170



NUMBERS (CONT.)

- No more than two decimal places
- Percent: always use %, leaving a space before and after the use of the % sign
- Numbers One to Nine to be spelt, followed by numerical 10, 11, etc.;
Example: One, Two, Three, Four, Five, Six, Seven, Eight, Nine, 10, 11, 12
- Time also follows number style.
Example: 13:00, 9:00



UNITS OF MEASUREMENT

- Measurements should be listed in metric first, followed by imperial in parentheses;
Example: Metric to Imperial conversions:
1 m = 3.28 ft.
1 m² = 10.76 sq. ft.
- Units of temperature always abbreviated; e.g., 20°C (72°F)
The ° symbol is inserted as follows:
'Insert', 'Symbol', choose the degree sign "°" and press 'insert'
- Metric abbreviations never take full stops: cm, m, km etc.



DATES AND TIMES

- **24 hour clock** is acceptable
- **9:00 pm** (not 9:00 p.m. or 9:00pm or 09:00 pm)
- **12:00 noon, 12:00 midnight** (not am or pm),
in tables listing dining hours of operation:
Noon, Midnight
- **Monday to Friday 9:00 am to 5:00 pm** (not Monday-Friday nor Monday through Friday, no comma)
- Monday, Tuesday and Thursday 9:00 am to 9:00 pm



- **When listing opening hours**, first day of the week is Sunday (not Monday), if Sunday hours are the same as weekday ones, start with Sunday
Example: Sunday – Thursday, 5:30 pm to 9:00 pm, Friday 5:00 pm – 10:00 pm, Saturday 5:00 am to 11:00 pm...

NOT Monday – Thursday, Sunday 5:00 pm – 9:00 pm, etc.



DATES AND TIMES (CONT.)

- May to September (NOT May – Sept)
- Avoid abbreviating months
Example: Use September NOT Sept, July NOT Jul

11 June 2007 NOT June 11th or 11/6



TELEPHONE NUMBERS AND ADDRESSES

- Telephone number format:

country code + (city/area/region code) + local number

Example:

Canada and U.S. + 1 (123) 456 7890, India + 91 (22) 6662 7343,

Note: this format was decided upon to reflect a “consistent international telephone format”.

- Toll-free style: (1 800) 555 5555 There are usually separate fields for telephone numbers, fax numbers, etc.;

Example:

“Telephone: + 1 (123) 456 7890; Fax: + 1 (123) 456 7890”



EXAMPLE

11 June 2007

Mr Tom Tobiason
10 Eddystone Ct
Redwood City
CA 94065
USA

Dear Mr Tobiason

BODY OF LETTER

In the meantime, please feel free to contact me on + 91 (22) 6662 7343 should you have any questions.



Emails



ETIQUETTE-TOP 10

- Professionalism counts!
- Title in the subject line
- 'Need to know' rule
- Keep it to brief
- Content should be clean
- Use spell check
- Be careful not to 'Reply to All'
- Avoid courtesy messages
- Don't clog the system
- Talking to people is still okay!



EMAIL USE GUIDELINES

Addressing

- Ensure your company name is on the email letterhead
- When an email is addressed to several people – assume the message is written to the people in the “To:” field.
- “CC” field is only for people’s information
- “BCC” is not to be used unless absolutely necessary as it does not build trust.



REPLYING

- Determine if an email requires a response before replying to it
- Make sure to include the original message on a reply or forward if you have added recipients
- When using 'Reply with History' or 'Forward' remove attachments and logos which are no longer needed



ATTACHMENTS

- Type text messages directly into an email
- Text attachments should be limited to contracts or other specialized documents
- This will ensure that the recipient can read your message easily
- They may not have the program or ability to read your attachment



E-MAIL GUIDELINES

Use the following plain text format to list your contact information:

Example:

Warm regards

Nikita Thakur

HR Manager

Your Company Mumbai

141 Dr E Moses Road, Worli,

Mumbai 400018

India

Direct Line: +91 22 6662 7343

Direct Fax: +91 22 6662 7344

Email: <mailto:nikita.thakur@yourcompany.com>

web: <http://yourcompany.com>



E-MAIL GUIDELINES

- Whenever you send an e-mail message, please:
“Sign” the message with your name, although there is no need to repeat your contact information each time you send a message to the same person.
- **Include the word “mailto:” in your e-mail address** to create a hyperlink that allows other people to connect to your address without retyping it.
- **Phone number format appropriate to our country:**
+ 91 (22) 6662 7343



SIX RULES OF EMAIL

- Concise – don't use unnecessary words
- Correct – accurate, no mistakes
- Complete – all necessary information
- Clear – easy to understand
- Coherent – ensure others can understand what you mean
- Careful – tone, context, vocabulary



THANK YOU

